

## Message Text

UNCLASSIFIED

PAGE 01 BANGKO 25119 01 OF 02 310322Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----036568 310327Z /64  
R 310307Z AUG 78  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 0269

UNCLAS SECTION 01 OF 02 BANGKOK 25119

E.O.11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI: THAITRAC CO., LTD.

REF USDOC 14227

1. THAILAND

OFFICE USE: 2. 549 3. 0118600 4. 01

5. THAITRAC CO., LTD.

6. 89 KHOR, VIPAVADEE RANGSIT HIGHWAY

7. BANGKOK 9

8. CONTACT: MR. GIORGIO BERLINGIERI

9. TITLE: MANAGING DIRECTOR  
OTHER OFFICIALS ARE: MR. A.R. MOORHEAD, GENERAL MANAGER  
AND MR. T. PREMSOONTORN, DEPUTY GENERAL MANAGER.

10. PHONE: 5791136 11. TELEX: TITRAC TH 2048

12. CABLE: TITRAC

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13. ESTBL: 1966 14. EMPL: 130 15. SIZE: LARGE

16. REPUTATION: Y-GOOD 17. RPT DATE: 08/78

OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 35310/1235 IMP.AGT.RTR.DIST. OF CONSTRUCTION MACHINES

23B. 35190/1235 IMP.AGT.RTR.DIST. OF INDUSTRIAL AND MARINE ENGINES.

23C. 35319/1235 IMP.AGT.RTR.DIST. OF DREDGING MACHINES

23D. 35330/1235 IMP.AGT.RTR.DIST. OF AGRICULTURAL MACHINERY.

24. FOREIGN SALES: NA

25. FINANCIAL REFS: UNION BANK OF BANGKOK, 624 YAWARAJ ROAD, BANGKOK; THAI FARMERS BANK LTD., 142 SILOM ROAD, BANGKOK, THAILAND.

26. TRADE REFS: SEE ITEM NO. 27

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF FIAT-ALLIS CONSTRUCTION MACHINERY, INC., BOX F, 106 WILMOT ROAD, DEERFIELD, ILL.60015 FOR TRACTORS; GROVE INTERNATIONAL CORP., P.O.BOX 21, SHADY GROVE, PA. 17256 FOR HYDRAULIC CRANES; EUCLID, INC., 22221 ST. CLAIR AVENUE, CLEVELAND, OHIO 44117 FOR DUMPERS; INGERSOLL-RAND INT., 277 PARK AVENUE, NEW YORK, N.Y. 10017 FOR COMPACTORS.

28. POST EVALUATION: THAITRAC WAS INCORPORATED IN 1966 WITH AN AUTHORIZED CAPITAL OF DOLS 500,000 AS A SUBSIDIARY OF ASOKE MOTORS. IN 1974 FIRM WAS BOUGHT BY THE ITALTHAI INDUSTRIAL CO. LTD., AN IMPORTER OF HEAVY UNCLASSIFIED

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CONSTRUCTION MACHINERY. THAITRAC NOW ACTS AS IMPORTER, AGENT AND DISTRIBUTOR OF CONSTRUCTION MACHINES, INDUSTRIAL AND MARINE ENGINES, DREDGES AND AGRICULTURAL MACHINERY. SEVENTY PERCENT OF ITS IMPORTS ARE FROM THE U.S. WITH THE REMAINDER FROM ITALY (20 PERCENT) AND U.K. FIRM OWNS A TWO-STORY BUILDING CONSISTING OF AN OFFICE OF 240 SQ.METERS, SALES AND DISPLAY ROOM OF 1,200 SQ.METERS, WORKSHOP OF 1,920 SQ.METERS AND A SPARE PARTS STORE OF 1,440 SQ.METERS, LOCATED IN A SUBURB OF BANGKOK. IT IS ONE OF THE ITALTHAI GROUP OF COMPANIES WHICH ALSO INCLUDE: ITALIAN THAI DEVELOPMENT CORP. LTD. (CONTRACTOR FOR CONSTRUCTION OF HIGHWAYS, BUILDINGS, INDUSTRIAL PLANTS AND PIPELINES); NIPA LODGE CO. LTD. (HOTEL); SIAM HOTEL SYNDICATE CO. LTD. (HOTEL); SIAM BRICK PRODUCTS CO. LTD. (MANUFACTURER OF HOLLOW CRAY BRICKS); WORLD PRESS CO. LTD. (ENGLISH LANGUAGE DAILY NEWSPAPER); ITALTHAI GAS SERVICE CO. LTD. (PRODUCER OF LPG GAS); ITALTHAI HOLDING CO. LTD. (INVESTOR); ITALTHAI FINANCE CORP. LTD. (FINANCIER OF VEHICLES AND EQUIPMENT); ALLIED NEWSPAPER CO. LTD. (ENGLISH LANGUAGE DAILY NEWSPAPER); SIAM SIGHTSEEING CO. LTD. (TOUR OPERATOR); ORCHID LODGE CO. LTD. (HOTEL); SIAM MACHINERY AND EQUIPMENT CO. LTD.

(MANUFACTURER OF CAST IRON AND ELECTRIC MOTORS); RINCOME CO. LTD. (HOTEL); SAMILA HOTEL CO. LTD. (HOTEL); TELEVISION RENTAL CO. LTD. (RENTAL OF TV AND HOME APPLIANCES) AND MEDICTHAI CO. LTD. (IMPORTER, AGENT AND DISTRIBUTOR OF MEDICAL INSTRUMENTS AND HOSPITAL EQUIPMENT). THAITRAC IS MANAGED BY MR. GIORGIO BERLINGIERI AND UNDER THE PRESIDENCY OF DR. CHAIYUTH KARNASUTA, BOTH OF WHOM ARE WELL-KNOWN IN LOCAL BUSINESS

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ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----036593 310327Z /61

R 310307Z AUG 78  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 0270

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AND FINANCIAL CIRCLES. FIRM'S SALES VOLUME IN 1977 WAS REPORTED TO BE DOLS 6,000,000 REPRESENTING THE SAME FIGURE REPORTED TO THE EMBASSY IN 1976. LOCAL BANKS REPORT THAT SUBJECT FIRM'S ACCOUNT IS ACTIVE AND THAT SUBSTANTIAL CREDITS HAVE BEEN GRANTED TO THE BANK'S SATISFACTION. THAITRAC IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: MATTHEW P. WARD.  
ABRAMOWITZ

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 31 aug 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978BANGKO25119  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780355-0196  
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**From:** BANGKOK  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1978/newtext/t1978081/aaaaaaoo.tel  
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**Litigation Codes:**  
**Litigation History:**  
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**Message ID:** 2aae8457-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
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**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1536651  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTDR/FTI: THAITRAC CO., LTD.  
**TAGS:** BEXP, TH  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/2aae8457-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014